

Strategy in the 21st Century

By Randall Rollinson and Earl Young

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Strategy in the 21st Century fills an important gap for managers as they struggle to implement strategy within their organizations. Strategy discussion is relatively easy; strategy planning is harder. This text goes even further in helping managers navigate the very difficult phases of strategy implementation and evaluation. The authors' deep experience in developing strategic management tools and processes provides readers with a structured methodology by which to understand and work through strategy execution throughout their organizations. It was a great read. I look forward to recommending it to colleagues, students and business associates. Peter Goldsmith, PHD Associate Professor of Agribusiness Management Department of Agriculture and Consumer Economics University of Illinois Rollinson and Young capture and outline the tools and techniques necessary to develop and implement a powerful and pragmatic strategic plan-from initial analysis through implementation management. It is clear, concise and comprehensive. The introduction and overview alone are invaluable as a digest of the best strategic management tools and thinking of the past fifty years. Coupling that introduction with a step-by-step approach to applying those tools in a real-world planning and strategic management process makes this book a must-have for executives' and strategy professionals' bookshelves. John Sterling President, Strategic Management Association Partner, Smock Sterling Strategic Management Consultants If you are in a leadership position, a CEO, a manager or a strategy professional looking for a practical approach to strategy development and deployment and how to manage once you do...read this book. The lessons and tools it delivers can be applied in any sector of engagement, be it private or public. It hits the nail on the head! Timothy J. Trotter President, Association for Strategic Planning Manager of Strategic Planning, DuPage County, Illinois

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